

Station WAVY-TV NORFOLK, VA.    Agency (    ) MUNDY KATOWITZ MEDIA INC    Rep Firm    ) PHILADELPHIA  
Advertiser (    ) PRIORITIES USA ACTI    1322 G. STREET SE    Sales Office (    )  
Product PRIORITIES USA    WASHINGTON, DC 20003    Salesperson (    ) ANJIE BRADY  
Estimate# 1567    Agency C/P1/P2/E 321/340/1567    Salesperson Phone# 215-567-6005  
Buyer CASEY BESSETTE    Flight Dates 10/30/2012 - 11/06/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks  
Fax#

--- CONTRACT COMMENT ---

CLIENT: PRIORITIES USA ACTION SC=\*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$37,350  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	EARLY AM NEWS	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
	2	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	11/01-11/01	1	1	1	\$700.00	
	3	M	5A-6A	EARLY AM NEWS	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
	4	TU	5A-6A	EARLY AM NEWS	:30	\$700.00	11/06-11/06	1	1	1	\$700.00	
	5	W	6A-7A	AM NEWS	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
	6	F	6A-7A	AM NEWS	:30	\$2,000.00	11/02-11/02	1	1	1	\$2,000.00	
	7	TU	7A-9A	TODAY SHOW	:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
	8	TH	7A-9A	TODAY SHOW	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
	9	M	7A-9A	TODAY SHOW	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
	10	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	11	F	9A-10A	TODAY SHOW 2	:30	\$500.00	11/02-11/02	1	1	1	\$500.00	

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Flight Dates 10/30/2012 - 11/06/2012  
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Rep Firm  
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Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

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	12	M	9A-10A	TODAY SHOW 2	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	13	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	11/06-11/06	1	1	1	\$500.00	
	14	W	10A-11A	TODAY SHOW 3	:30	\$400.00	10/31-10/31	1	1	1	\$400.00	
	15	F	10A-11A	TODAY SHOW 3	:30	\$400.00	11/02-11/02	1	1	1	\$400.00	
	16	M	10A-11A	TODAY SHOW 3	:30	\$400.00	11/05-11/05	1	1	1	\$400.00	
	17	TU	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
	18	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	11/01-11/01	1	1	1	\$200.00	
	19	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	11/05-11/05	1	1	1	\$200.00	
	20	W	12P-1P	NOON NEWS	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
	21	F	12P-1P	NOON NEWS	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	22	TH	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	11/01-11/01	1	1	1	\$350.00	
	23	TU	2P-3P	THE DOCTORS	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
	24	TH	4P-5P	ANDERSON COOPER	:30	\$450.00	11/01-11/01	1	1	1	\$450.00	
	25	M	4P-5P	ANDERSON COOPER	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
	26	TU	5P-530P	5PM NEWS	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
	27	W	530P-6P	530PM NEWS	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	28	TH	6P-630P	6PM NEWS	:30	\$1,800.00	11/01-11/01	1	1	1	\$1,800.00	

Rep Order# 6844889 Ver# 1 Status New Traffic Order# Printed: 08/27/2012 9:41 AM 3 of 4

EC'd Yes Last Received: 08/26/2012 8:04 PM

Showing Buylines: All Lines

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	29	M	6P-630P	6PM NEWS	:30	\$1,800.00	11/05-11/05	1	1	1	\$1,800.00	
	30	W	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	31	TH	730P-8P	THE INSIDER	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
	32	TU	11P-1135P	LATE NEWS	:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
	33	TH	11P-1135P	LATE NEWS	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
	34	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/31-10/31	1	1	1	\$500.00	
	35	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	36	TU	1235A-135A	JIMMY FALLON	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	
	37	F	1235A-135A	JIMMY FALLON	:30	\$150.00	11/02-11/02	1	1	1	\$150.00	
	38	W	430A-459A	EARLY TODAY	:30	\$200.00	10/31-10/31	1	1	1	\$200.00	
	39	TU	430A-459A	EARLY TODAY	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
	40	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
	41	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
	42	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
	43	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	

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	44	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	11/04-11/04	1	1	1	\$800.00	
	45	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	

---REPORT TOTALS---  
Report Totals: 45 / \$37,350.00

---SALES MONTHLY TOTALS---

Nov 12: 45 / \$37,350.00  
Sales Totals: 45 / \$37,350.00  
Station Totals: 45 / \$37,350.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$113,182	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---  
COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE